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Section I: AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for enabling product sales for products associated with a user display screen presentation to a viewer, said method comprising:

providing a presentation signal to a viewer, said presentation signal being selectively operable to effect a presentation on a display screen of a viewer, said presentation including feature segments and interactive commercial segments, said interactive commercial segments being operable for presenting products available for purchase, said products comprising software program products;

downloading at least one of said products during one of said feature segments;

receiving a purchase input from said viewer within a predetermined time period following a beginning of one of said commercial segments, said purchase input indicating a viewer command to purchase a selected one of said products; and

storing indicia representative of said purchase in a first designated user memory location.

2. (Original) The method as set forth in claim 1 and further including:

periodically reading said designated user memory location by a provider of said presentation signal;

detecting said indicia; and

ATTORNEY DOCKET: AUS920000291US1

PATENT

processing said purchase in response to detecting of said indicia.

3. (Original) The method as set forth in claim 2 wherein said processing includes effecting a delivery of products specified by said purchase.

4. (Original) The method as set forth in claim 1 and further including billing said viewer by said provider of said presentation signal in response to said purchase input.

5. (Original) The method as set forth in claim 4 wherein said billing further includes:

getting stored purchase inputs for a billing period;

determining a first charge for purchases corresponding to said stored purchase inputs;

determining a second charge for providing said presentation signal for a corresponding period of time; and

combining said first charge and said second charge to provide a total charge for said corresponding period of time, said total charge being billed to said viewer by said provider of said presentation signal.

6. (Currently Amended) The method as set forth in claim 1 wherein at least one of said products are software program products is downloaded prior to a beginning of a related one of said interactive commercial segments presenting said one of said products.

ATTORNEY DOCKET: AUS920000291US1

PATENT

7. (Original) The method as set forth in claim 6 and further including:

downloading at least one of said software program products to a second designated user memory location.

8. (Currently Cancelled).

9. (Currently Cancelled).

10. (Original) The method as set forth in claim 7 wherein said downloading is accomplished in response to said purchase input made by said viewer.

11. (Original) The method as set forth in claim 10 wherein said presentation includes feature segments separate from said interactive commercial segments, and wherein said downloading of said software program products is accomplished during a feature segment of said presentation.

12. (Currently Amended) The method as set forth in claim ~~6~~ 1 wherein said software program products comprise products for which payment is determined in accordance with a number of times a purchased product is played by said viewer, said method further including maintaining a memory of said number of times said purchased product is played during a billing cycle.

13. (Original) The method as set forth in claim 7 wherein said software program products are transferred from said second designated user memory location to a persistent storage memory location after a purchase of said software program product is

ATTORNEY DOCKET: AUS920000291US1

PATENT

made by said viewer.

14. (Original) The method as set forth in claim 13 wherein said software program product is deleted from said second designated user memory location after said software program product has been transferred to said persistent storage memory location.

15. (Currently Amended) A storage medium including machine readable coded indicia, said storage medium being selectively coupled to a reading device, said reading device being selectively coupled to processing circuitry, said reading device being selectively operable to read said machine readable coded indicia and provide program signals representative thereof, said program signals being effective for enabling product sales for products associated with a user display screen presentation to a viewer, said program signals being selectively operable to accomplish the steps of:

monitoring a presentation signal being provided to a viewer display screen, said presentation signal being selectively operable to effect a presentation on said display screen, said presentation including feature segments and interactive commercial segments, said interactive commercial segments being operable for presenting products available for purchase, said products comprising software program products;

downloading at least one of said products during one of said feature segments;

receiving a purchase input from said viewer within a predetermined time period following a beginning of one of said commercial segments, said purchase input indicating a viewer command to purchase a selected one of said products; and

ATTORNEY DOCKET: AUS920000291US1

PATENT

storing indicia representative of said purchase in a first designated user memory location.

16. (Original) The medium as set forth in claim 15 wherein said program signals are further effective for enabling a billing to said viewer by said provider of said presentation signal in response to said purchase input.

17. (Original) The medium as set forth in claim 16 wherein said billing further includes:

getting stored purchase inputs for a billing period;

determining a first charge for purchases corresponding to said stored purchase inputs;

determining a second charge for providing said presentation signal for a corresponding period of time; and

combining said first charge and said second charge to provide a total charge for said corresponding period of time, said total charge being billed to said viewer by said provider of said presentation signal.

18. (Currently Amended) The medium as set forth in claim ~~17~~ 15 wherein at least one of said products are software program products is downloaded prior to a beginning of a related one of said interactive commercial segments presenting said one of said products.

ATTORNEY DOCKET: AUS920000291US1

PATENT

19. (Original) The medium as set forth in claim 18 wherein said program signals are further effective for:

downloading at least one of said software program products to a second designated user memory location.

20. (Currently Amended) The medium as set forth in claim ~~19~~ 15 wherein said downloading of said software program products is accomplished prior to a presentation of a related one of said interactive commercial segments.

21. (Currently Cancelled).

22. (Original) The medium as set forth in claim 19 wherein said downloading is accomplished in response to said purchase input made by said viewer.

23. (Currently Cancelled).

24. (Original) The medium as set forth in claim 18 wherein said software program products comprise products for which payment is determined in accordance with a number of times a purchased product is played by said viewer, said program signals being further effective for maintaining a memory of said number of times said purchased product is played during a billing cycle.

25. (Original) The medium as set forth in claim 19 wherein said software program products are transferred from said second designated user memory location to a persistent storage memory location after a purchase of said software program product is made by said viewer.

26. (Original) The medium as set forth in claim 25 wherein said software program product is deleted from said second designated user memory location after said software program product has been transferred to said persistent storage memory location.

27. (Currently Amended) An information processing system comprising:

a display device;

a control unit connected to said display device, said control unit including input terminal means arranged for receiving an input signal from a display signal provider, said display signal being selectively operable for providing a presentation on said display device, said presentation being comprised of interactive commercial segments and separate feature segments, said interactive commercial segments being designed for presenting software products available for purchase;

a user input device arranged to interact with said control unit, said user input device being selectively operable for providing user input to said control unit related to said interactive commercial segments whereby a user is enabled to indicate a purchase command to said control unit to purchase one or more of said products during one of said interactive commercial segments, said control unit further including means operable for downloading at least one of said products ~~responsive to said purchase command for downloading a software product corresponding to said purchase command through said input terminal means to a first user memory location~~ during one of said separate feature segments of said presentation on said display device.

ATTORNEY DOCKET: AUS920000291US1

PATENT

28. (Original) The information processing system as set forth in claim 27 and further including means for downloading said software program product to said control unit prior to a presentation of a related one of said interactive commercial segments.